

## Message Text

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PAGE 01 SEOUL 06346 291035Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 PASS-00 /018 W

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R 290354Z JUL 77

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 5403

INFO USDOC WASHDC

UNCLAS SEOUL 6346

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: U.S. ELECTRONICS 77, SEOUL, SEPTEMBER 26-30, 1977

TO: ROCHESTER INSTRUMENT SYSTEMS, INC.

275 N. UNION ST.

ROCHESTER, NEW YORK 14605

TELEX NO: 978457

1. U.S. ELECTRONICS 77 IS AN EXHIBITION OF ELECTRONIC COMPONENTS AND ELECTRONIC PRODUCTION AND TEST EQUIPMENT TO BE HELD IN THE U.S. TRADE CENTER AT THE AMERICAN EMBASSY, SEOUL, SEPTEMBER 26-30, 1977. THIS WILL BE OUR MAJOR EVENT IN THE ELECTRONICS AREA FOR THE 1977/1978 EXHIBITION SEASON, WHICH WE EXPECT TO BE FURTHER ENHANCED BY THE PARTICIPATION OF U.S. SECRETARY OF COMMERCE JUANITA M. KREPS, WHO WILL VISIT THE EXHIBITION DURING HER OFFICIAL TRIP TO SEOUL.

2. THE RAPIDLY GROWING KOREAN ELECTRONICS INDUSTRY OFFERS EXCELLENT OPPORTUNITIES FOR THE SALE OF U.S. COMPONENTS AND EQUIPMENT. IN 1975, LOCAL PRODUCTION WAS VALUED AT \$860 MILLION, WHILE THE ESTIMATED OUTPUT FOR 1977 IS \$1,400 MILLION, A MORE THAN 60 PERCENT INCREASE IN JUST TWO YEARS.

3. A SIMILAR SHOW WAS HELD AT THE TRADE CENTER IN JULY 1976. AT THAT TIME THE 9 EXHIBITORS REPRESENTING 27 U.S. MANUFACTURERS, UNCLASSIFIED

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REPORTED OFF-THE-FLOOR SALES OF \$2,095,000 AND PROJECTED 12-MONTH SALES OF \$22,260,000. MORE THAN 1,000 SALES LEADS WERE OBTAINED FROM ALMOST 1,300 VISITORS.

4. WE ARE ALSO CONTACTING YOUR LOCAL AGENT ABOUT THIS EXHIBITION. I URGE YOU TO ENCOURAGE HIS PARTICIPATION ON YOUR BEHALF, BOTH IN THE EXHIBITION AND IN THE TECHNICAL PRESENTATIONS PROGRAM

WHICH WILL ACCOMPANY IT. HE HAS ALSO BEEN PROVIDED WITH A SHORT SURVEY PREPARED BY THE EMBASSY'S MARKET RESEARCH STAFF WHICH PROVIDES ADDITIONAL MARKET DATA AND HIGHLIGHTS THOSE ITEMS DEEMED TO HAVE EXCEPTIONAL SALES POTENTIAL IN KOREA.

5. THERE WILL BE A NOMINAL CHARGE TO EACH EXHIBITOR TO COVER THE COST OF MOUNTING AND STRIKING THE EXHIBITION, A RECEPTION, TECHNICAL, SECRETARIAL, AND OTHER SERVICES, AND MOST IMPORTANTLY, A MARKET PROMOTION CAMPAIGN WITH THE PROVEN ABILITY TO ATTRACT KOREA'S MOST INFLUENTIAL POTENTIAL BUYERS. ALL COSTS OF TRANSPORTATION AND FREIGHT HANDLING MUST ALSO BE BORNE BY THE EXHIBITOR, ALTHOUGH WE WILL ASSIST WITH EXPEDITIOUS CUSTOMS CLEARANCE. BECAUSE OF THE LIMITED SPACE AVAILABLE, YOU OR SUN-KEY INTERNATIONAL CORP. SHOULD ACT PROMPTLY TO SECURE A SPACE IN THIS EXHIBITION BY CONTACTING ME OR MR. KIM IL LAN AT THE AMERICAN EMBASSY IN SEOUL. I HOPE YOUR FIRM WILL BE JOINING US IN U.S. ELECTRONICS 77. REGARDS GEORGE A. KACHMAR, DIRECTOR, U.S. TRADE CENTER, AMERICAN EMBASSY SEOUL.

AMERICAN EMBASSY  
SEOUL, KOREA  
STERN

NOTE BY OCT: PASSED ABOVE ADDRESSEE.

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## Message Attributes

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